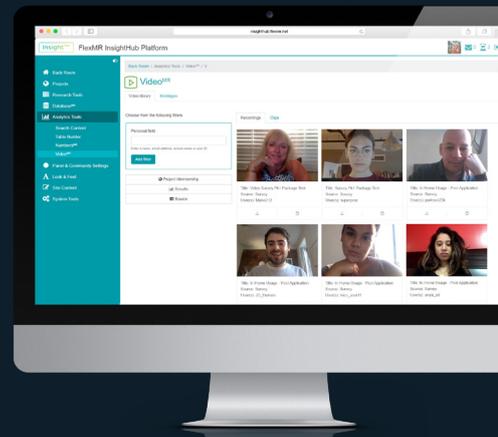


flex^{MR}



VideoMR

A streamlined space to manage large video libraries and curate compelling, human stories.



About VideoMR

This analysis tool provides a single, streamlined space within the InsightHub platform to view, manage and edit video content captured across a range of tasks.

How It Works

Video content generated from focus groups, surveys and other tasks is added to the VideoMR library in real-time. The library provides powerful search and filtering functionalities that make navigating this content quick and easy.

Automated transcription can be applied to any video within the library with a single click. This generates a text transcript that is stored alongside the video and contributes to fast analysis.

“You can control content from across InsightHub in a single space, or use fast and simple editing features to create shareable montages.”

Andrew Smith, Senior Software Developer - FlexMR

Short clips can be created from any video that has been transcribed, offering a simple way to extract the most relevant quotes and insights from research participants.

However, VideoMR does more than streamline the data collection and analysis process. It has been designed to facilitate the fluid reporting and sharing of consumer video content. Through the in-built montage creator, clips can be edited together to form compelling, human and emotive stories that influence customer-centric decision making.

Key Advantages and Benefits

VideoMR helps insight teams integrate agile qual into entire research programmes. The tool enables simple analysis and activation of video content generated from InsightHub surveys, focus groups, interviews and other qualitative tasks.

All of these sources are available in a single library of human insight that makes it easy to find and share the stories that matter with key business decision-makers.

Automated transcription, powerful filtering options and complete control over the content library makes integrating video into any project easier than ever before.

The in-built montage creator takes this further, providing an intuitive, streamlined way to convert video feedback into powerful and engaging deliverables. These deliverables can then be shared with a single click, helping to bring the face of the customer into all business decisions.

Noteworthy Use Cases

- Agile Video Surveys: compose short summaries of video survey responses that draw on emotive stories and experiences.
- Focus Groups and Interviews: condense in-depth qualitative conversations into highlight reels that pinpoint the most relevant and important points of discussion.
- Cross-Project Stories: the single video library makes it possible to curate and tell stories that transcend a single project and draw out wider, thematic conclusions.